

## ***Chapter 4: DISTRICTS AND CORRIDORS***

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The Land Use Policy chapter identifies use characteristics and design standards to be applied at various locations throughout the entire Near West Side. The District and Corridors chapter organizes the plan area into smaller districts (**See Map 15, page 59**) and corridors (**See Map 16, page 65**) to identify and address proposed uses, design criteria, and other issues that relate to these specific areas.

## DISTRICTS

The district boundaries of the Near West Side are generally based on the physical separations created by the major roads found in the area. Major arterials and boulevards, such as Wisconsin Avenue and Highland Avenue, create borders which are difficult to cross and result in creating two distinct areas facing different issues on either side of these boundaries. The six districts created in the Near West Side are **illustrated on Map 15 (page 59)**.

**District 1** is bound by Vliet Street on the north, Wisconsin Street on the south, 35th Street on the west and I-41 on the west. The predominate land uses are Miller Brewing and Harley-Davidson. Viable residential exists north of Martin Drive and is being redeveloped south of Vliet and west of 35th Street. A commercial node is targeted for the 35th and Vliet Street intersection. Ideas for the 35th Street and Wisconsin Avenue intersection include a major commercial node with a potential for transit-oriented development.

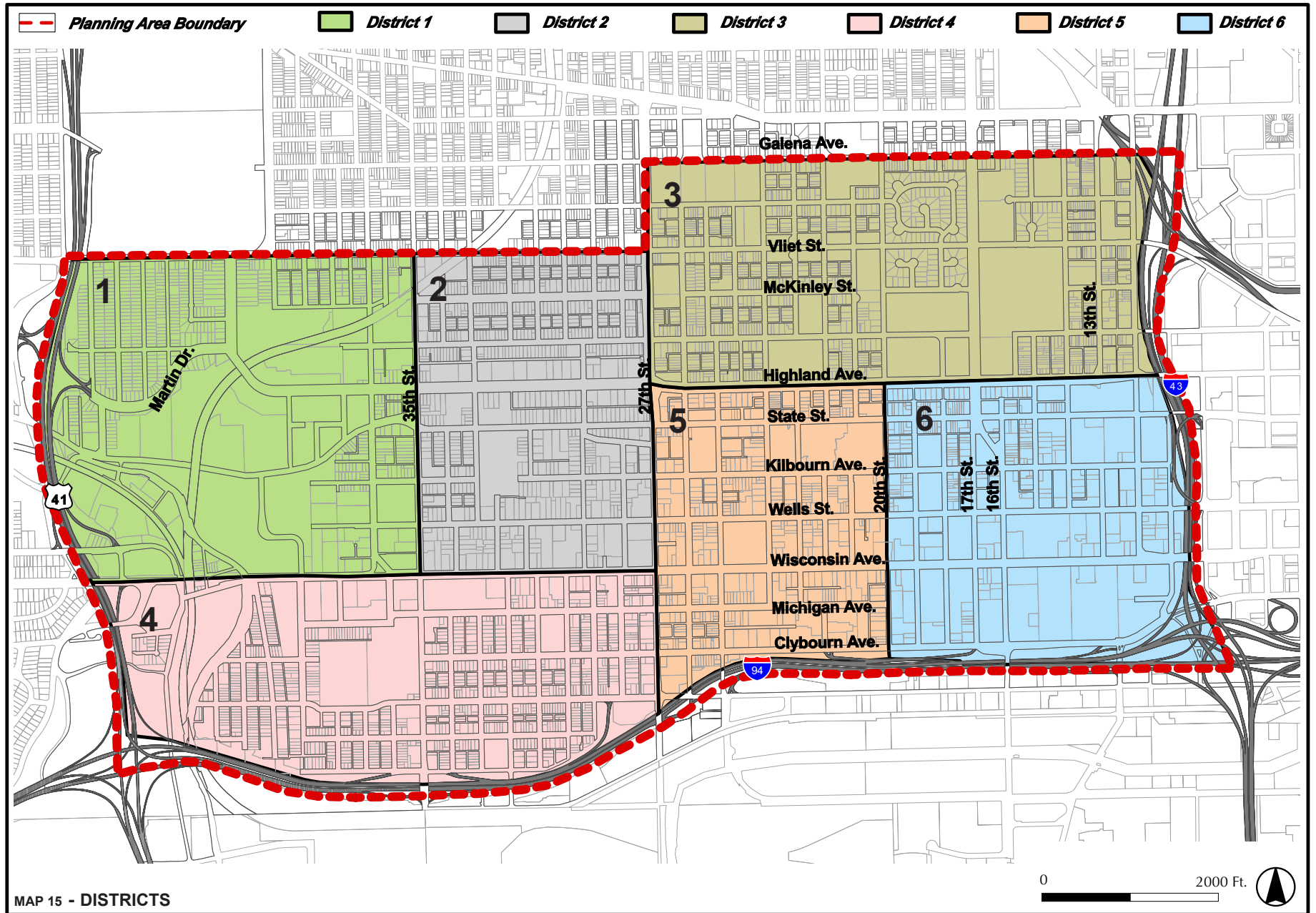
**District 2** is bound by Vliet Street on the north, Wisconsin Avenue on the south, 27th Street on the east and 35th Street on the west. The area is residential in nature with several institutions and public spaces scattered throughout. Portions of the district include historically significant residences which can be used to spur redevelopment in the district. The district includes the Concordia/Indian School site which is a former neighborhood institution. The future of this prominent site is uncertain.


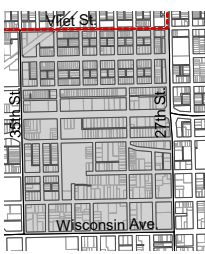

**District 3** is bound by Galena Avenue on the north, Highland Avenue on the south, I-43 on the east and 27th Street on the west. The area includes a planned commercial node at Vliet between 12th and 14th Streets. The majority of the existing housing stock is in disrepair and a large percentage of land is vacant. The area represents the best opportunity in the Near West Side for a large scale redevelopment project. Plans for the blocks north and south of the commercial/mixed use node include a mix of residential structures with an overall medium intensity of land uses.

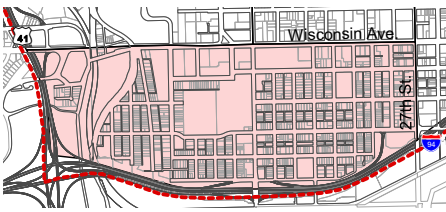
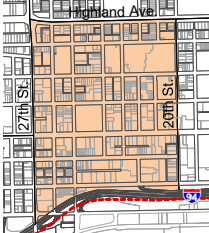
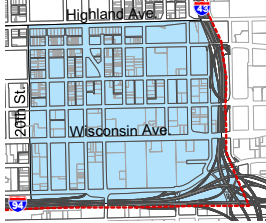
**District 4** is bound by Wisconsin Avenue on the north, I-94 on the south, 27th Street on the east and U.S. 41 on the west. The district includes the southwestern portion of the 27th Street commercial corridor. The southern portion of the Wisconsin and 35th Street commercial/mixed use node is in the district.

**District 5** is bound by Highland Avenue on the north, I-94 on the south, 20th Street on the east and 27th Street on the west. The district is mainly residential in character but includes portions of the 27th Street and Wisconsin Avenue commercial corridors. Plans for Clybourn Street west of 20th Street include continued auto-oriented and light industrial uses, such as auto-body shops, machine shops and garages.

**District 6** is bound by Highland Avenue on the north, I-94 on the south, I-43 on the east and 20th Street on the west. The area includes major institutions and a high number of tax exempt properties.



DISTRICT RECOMMENDATIONS	District 1	District 2	District 3
			
	<ul style="list-style-type: none"> <li>• Large industrial and corporate pockets (Harley, Miller, Ameritech)</li> <li>• Major community park (Washington Park)</li> <li>• Interrupted street grid</li> <li>• Northwest corner has high home ownership</li> <li>• Includes 2003 Harley Catalytic Project Area</li> </ul>	<ul style="list-style-type: none"> <li>• High number of historic properties and districts</li> <li>• Large mansions</li> <li>• High average of single family/duplex assessed value</li> </ul>	<ul style="list-style-type: none"> <li>• Low single family/duplex assessed values (excluding Park View subdivision)</li> <li>• Major community park (King Park)</li> <li>• Extremely high number of tax exempt properties</li> <li>• Lots of past urban renewal projects</li> </ul>
	<ul style="list-style-type: none"> <li>• Maintain existing industrial land use and zoning.</li> <li>• Promote infill housing including single-family, duplex and town homes to reinforce the current density and residential land use patterns.</li> </ul>	<ul style="list-style-type: none"> <li>• Promote infill single-family housing throughout the district.</li> <li>• Allow the conversion of residential to office use along Highland Avenue.</li> </ul>	<ul style="list-style-type: none"> <li>• Maintain and promote Vliet Street between 12th and 14th for commercial use.</li> <li>• Maintain the existing street grid, where present, and restore any disrupted street grid where feasible.</li> <li>• Develop mixed income housing (in addition to existing public housing units) at public housing developments and adjacent areas within the district.</li> </ul>
	<ul style="list-style-type: none"> <li>• Buffer new/infill residential uses from production uses and truck traffic with screening and landscaping.</li> <li>• Provide unique entrance features in highly visible areas (such as at Highland and Vliet intersection) including identity signage, landscaping, art sculptures, and way finding elements.</li> </ul>	<ul style="list-style-type: none"> <li>• For rehab or additions, maintain historic character of the existing building whenever possible.</li> </ul>	<ul style="list-style-type: none"> <li>• Increase landscaping along all boulevards in this district (Highland Avenue and 27th Street).</li> <li>• Increase visibility into and out of public open areas/parks to increase safety and activity with in public open spaces.</li> <li>• Promote reconstruction of privately owned multifamily structures into buildings that are comparable in design with Highland Park Hope VI project.</li> <li>• Place subsidized family housing on scattered sites; design should conform to existing neighborhood character.</li> </ul>
Redevelopment Strategy	<ul style="list-style-type: none"> <li>• Focus resources on home maintenance, ownership, and infill opportunities.</li> <li>• Combine new and infill development with rehab, renovation, and preservation of surrounding properties.</li> </ul>	<ul style="list-style-type: none"> <li>• Encourage conservation and renovation over demolition.</li> <li>• Consider historic buildings, sites, and districts as valuable irreplaceable assets to be used as key pieces of larger redevelopment efforts.</li> </ul>	<ul style="list-style-type: none"> <li>• Permit selective demolition of structures that serve as blighting influence on the neighborhood, or can no longer be feasibly restored to contribute to the immediate or surrounding area.</li> <li>• Continue to reduce density and concentration of publicly subsidized housing through selective demolition, replacement, scattered site housing, and extension of street grid.</li> </ul>
Action Item for Specific Location	<ul style="list-style-type: none"> <li>• Support a study for building a new street to redirect truck traffic route from 37th Street south to McKinley to a route under Highland bridge to State Street.</li> <li>• Recommendations from the Valley Park/Piggsville Neighborhood Redevelopment Plan of March 2001.</li> </ul>	<ul style="list-style-type: none"> <li>• Consider historic and/or conservation district designation for Juneau Avenue between 27th and 35th Streets.</li> <li>• Designate a bike lane within the Highland Avenue right of way.</li> <li>• Increase landscaping in medians of important arterials such as 27th Street and McKinley Avenue.</li> <li>• Install freeway signage identifying the Bed and Breakfast District.</li> <li>• Promote/support reuse of Indian school site (See Contingent Catalytic Project).</li> </ul>	<ul style="list-style-type: none"> <li>• Maintain Juneau Avenue bridge over I-43</li> <li>• Create a path for non-motorized travel across King Park connecting to McKinley on both sides.</li> <li>• Extend W. Juneau Avenue between N. 16th and N. 17th Streets.</li> <li>• Develop high-rise residential between Cherry and Galena Streets, and 12th and 13th, to take advantage of downtown views (See Catalytic Project "Vliet Street Area Revitalization").</li> </ul>

District 4	District 5	District 6
		
<ul style="list-style-type: none"> <li>• High number of single family/duplexes</li> <li>• Low concentration of multi family units</li> </ul>	<ul style="list-style-type: none"> <li>• High number of multi family buildings</li> <li>• Low number of single family/ duplexes</li> <li>• Light industrial corridor (Clybourn Street)</li> </ul>	<ul style="list-style-type: none"> <li>• High number of institutions</li> <li>• Low number of single family/duplexes</li> <li>• High percent of population is 18-24 years old</li> <li>• Extremely high number of tax exempt parcels</li> </ul>
<ul style="list-style-type: none"> <li>• Maintain existing land use patterns except where otherwise recommended by the Valley Park/ Piggsville Neighborhood Redevelopment Plan of March 2001.</li> </ul>	<ul style="list-style-type: none"> <li>• Maintain industrial land use and zoning. Discourage new residential construction along Clybourn Street.</li> <li>• Decrease the number of studios and one-bedroom apartments in this district due to existing high concentrations.</li> <li>• Support the conversion of institutional/non-taxable land to residential, commercial and/or mixed /taxable uses.</li> </ul>	<ul style="list-style-type: none"> <li>• Infill single family/duplex housing throughout this district (to promote employee assisted housing program).</li> <li>• Discourage construction of single-family homes with 5+ bedrooms.</li> <li>• Maintain, preserve, and support an increase in land use for urban open space/green areas.</li> <li>• Support an increase in the number of condominiums by converting studio and one-bedroom apartments.</li> <li>• Encourage a range of housing types and opportunities in proximity to employment centers to achieve a balance between housing and job opportunities and to ease commuter travel.</li> <li>• Strongly discourage non-commercial uses along the street frontage at the intersection of Wells and 16th Streets.</li> </ul>
<ul style="list-style-type: none"> <li>• Provide unique entrance features in highly visible areas (such as 27th and 35th Streets) including identity signage, landscaping, art sculptures, and way finding elements.</li> </ul>	<ul style="list-style-type: none"> <li>• Discourage multi-family apartment buildings with individual entrances for each unit.</li> <li>• Promote increased landscaping along all boulevards in this district (Highland Avenue and 27th Street).</li> </ul>	
<ul style="list-style-type: none"> <li>• Focus resources on home maintenance, ownership, and infill opportunities.</li> <li>• Combine new and infill development with rehab, renovation, and preservation of surrounding properties.</li> </ul>	<ul style="list-style-type: none"> <li>• Balance the number of units in a building (particularly multi-family buildings) with the amount of on-site and/or nearby safe and accessible outdoor play areas for children.</li> </ul>	<ul style="list-style-type: none"> <li>• Encourage converting underutilized large tracts of hard impervious surface recreation areas to usable public green space or higher utilized recreational amenities (i.e. tennis courts, golfing, etc.).</li> <li>• Focus code enforcement on residential landlords.</li> </ul>
<ul style="list-style-type: none"> <li>• Enhance pedestrian access to Valley from 32nd street with connection to Canal Street.</li> <li>• Continue the pedestrian access path from 42nd street under the freeway to Miller parking lot and the Hank Aaron Trail.</li> </ul>	<ul style="list-style-type: none"> <li>• Support owner occupied residential construction on vacant lots, specifically 25th/16th Wells to Kilbourn.</li> <li>• Designate bike lane within Highland Avenue.</li> </ul>	<ul style="list-style-type: none"> <li>• Convert Norris playground to practice fields and community green space (See Catalytic Project "Norris Playground Conversion").</li> </ul>





## **CORRIDORS**

Corridors are streets and frontages that merit special attention. Corridors cross district boundaries and can also overlap other corridors.

Streets within the Near West Side including Vliet, Wells, State, Wisconsin Avenue, 27th, and 35th, all have varying strengths of unifying character and a mix of residential and commercial land uses. Several locations along these streets are planned for areas or nodes of commercial activities rather than spreading new commercial along entire linear corridors. These planned areas and nodes include Vliet and 35th Streets, Vliet and 13th Streets, and Wisconsin Avenue and 35th Street, Wisconsin Avenue from 16th to 28th Streets, and 27th Street from State Street to I-94 (**See Map 16, page 65**).

**Corridor 1** is 35th Street from Galena Avenue to I 94. This is a major arterial street linking the area to I 94 and is dominated by auto-oriented uses. The north portion of 35th Street, between Wisconsin Avenue and Vliet Street, has several businesses but they are spread-out and lack a recognizable identity as a unified commercial district. A large percentage of the customer base for these areas arrives by automobile. The plan proposes the corridor for use by businesses that require large floor plates, and residential use of higher density. A key potential commercial development site is the Ameritech property on the west side of 35th Street between Wisconsin Avenue and Kilbourn Street. Two commercial nodes, one at Wisconsin Avenue and the other at Vliet Street, are identified by the plan. The 35th Street and Wisconsin node is particularly identified as a potential for transit oriented mixed-use development, including a possible full-service grocery store to serve the Near West Side.

**Corridor 2** is 27th Street from State Street to I-94. Within the corridor, two distinct areas exist. North of Wisconsin Avenue the existing uses and building types and the market needs of the neighborhood support the area being planned and designed as a traditional main street. Main street is of a smaller scale, usually two to five blocks, with an average building height of four stories, and a mix of street level retail stores with office and/or residential uses in the floors above. To facilitate the marketability of the corridor, a unifying theme could be created in the first floor retail storefronts. For example, an artist and/or musicians corridor consisting of studio spaces, galleries, supply stores, frame shops, and other associated uses would create a recognizable, unique destination in the Near West Side.

The area of 27th Street south of Wisconsin Avenue has a different character and plans include a different type of urban mix. The cross-section of 27th Street, consisting of two lanes of traffic in each direction, and the mix of auto-oriented uses are factors that necessitate a different approach. Plans for the southern portion of the 27th Street corridor includes intense commercial uses, which generate increased levels of vehicle traffic, require larger floor space, and benefit from convenient access to the highway. Grocery stores, gas stations, and uses with drive-thrus are examples of intense commercial uses permitted in the southern 27th Street corridor.

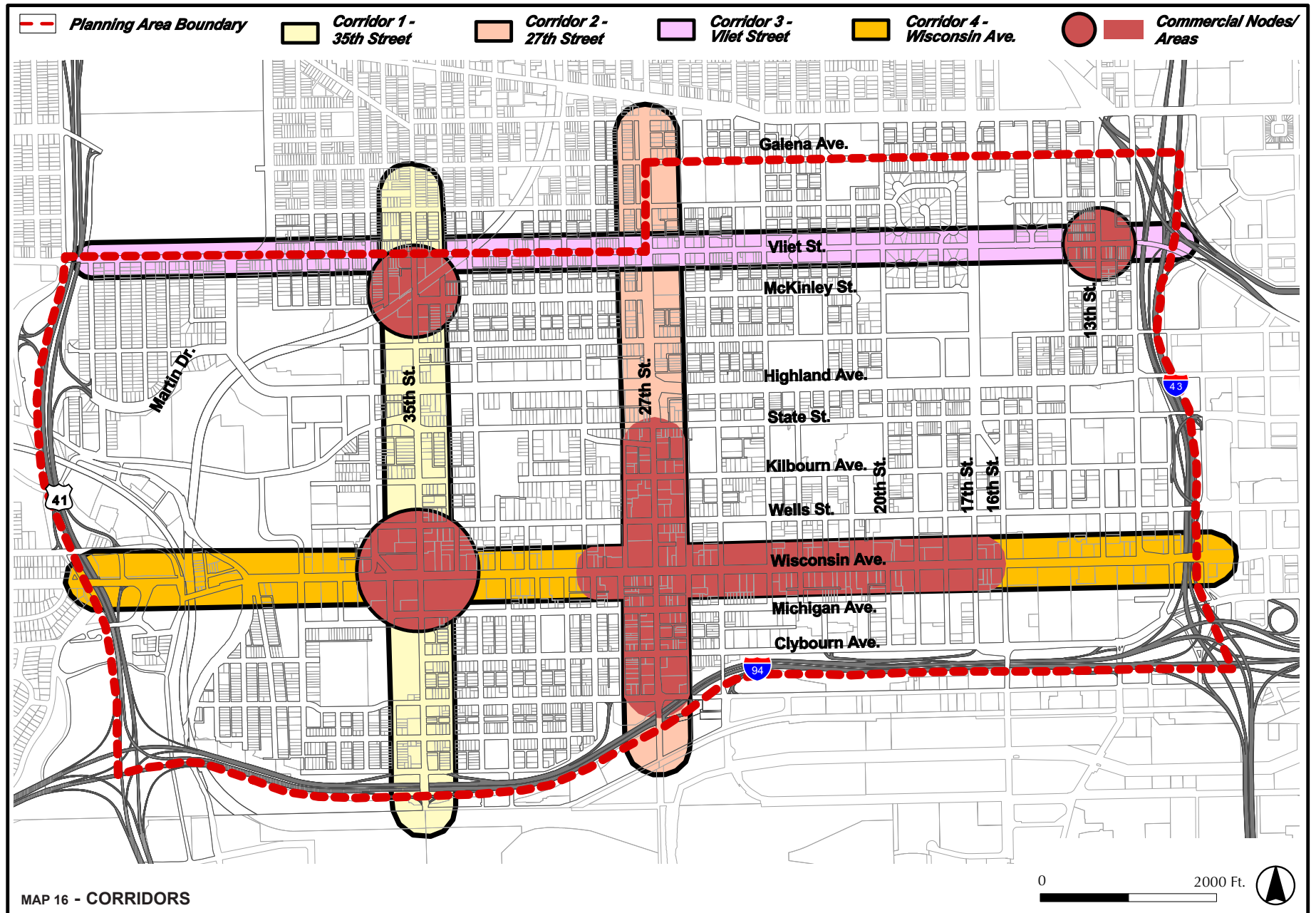
**Corridor 3** is Vliet Street from I 43 to US 41. The corridor has a mixed-use character with a range of commercial and residential uses for the entire length. The eastern end of the corridor, from I 43 to 17<sup>th</sup> Street, serves as the gateway to the district from the east, and the link to downtown Milwaukee. A number of architecturally distinct masonry buildings, which currently house furniture stores and other uses, provide re-use and rehabilitation opportunities. While there are a number of dilapidated buildings, early signs of revitalization are evident. Rehabilitation projects such as the County's Welfare building at 12<sup>th</sup> and Vliet Street, which will be completing nearly \$7 million worth of renovations, including significant façade improvements, is considered a strong anchor on the

eastern boundary of the commercial corridor. Dr. Martin Luther King Jr. Park and Community Center, located on the south side of Vliet Street between 15<sup>th</sup> and 17<sup>th</sup> Streets, are considered well-maintained, positive community amenities. The eastern part of the corridor has potential for commercial as well as high-density residential uses with great views of the downtown skyline.

At the western end of the corridor, a commercial district along Washington Park from the west entry point to the corridor. Traditional Milwaukee retail storefronts and new commercial developments are found between US 41 and 35<sup>th</sup> Street at this end of the corridor. Local retailers such as Milwaukee Nuts Company as well as new retailers such as Hollywood Video and Family Dollar Store are located here. The western end of the corridor is also surrounded by diverse residential neighborhoods that include Walnut Hill, Washington Park and Cold Spring Park.

**Corridor 4** is Wisconsin Avenue from US 41 to I 43. The corridor includes a mix of commercial, office, and residential land uses. The main influence on use and design decisions in this corridor is Wisconsin Avenue itself. The wide cross-section, high traffic volumes, and varied mix of existing uses are all characteristics of Wisconsin Avenue influence the type of uses appropriate for the corridor and how they relate to each other. Large scale and historically significant formerly single family homes and multiple family buildings are located along the entire length of Wisconsin Avenue. The site characteristics of the buildings, including large front and side yard setbacks, are more suburban in nature with densities that are urban. Compatibility with these uses requires sites that closely resemble these characteristics. Built-to-lot line policies should be encouraged in keeping with the urban characteristics of the Near West Side.





CORRIDOR RECOMMENDATIONS	Corridor 1 35th Street	Corridor 2 27th Street
	<ul style="list-style-type: none"> <li>• Wide streets with auto-oriented uses</li> <li>• Connection to the Freeway</li> </ul>	<ul style="list-style-type: none"> <li>• Narrow street lined boulevard with businesses south of Wisconsin Avenue</li> </ul>
	<ul style="list-style-type: none"> <li>• Allow large tenant uses over 20,000 square feet.</li> <li>• Allow multi-family and town home residential uses except at commercial nodes and areas as defined above.</li> <li>• Allow auto-oriented uses such as those with drive-through facilities.</li> </ul>	<ul style="list-style-type: none"> <li>• In commercial nodes and areas, allow only commercial uses along the street frontage to create an active main street. Allow all other uses to locate on upper floors.</li> <li>• Prohibit additional social service providers from locating between Clybourn and Highland- a segment of the corridor that already exhibits a high concentration of such uses.</li> <li>• Discourage new auto-oriented uses, drive through businesses, and gas stations north of N. Wisconsin Avenue.</li> </ul>
	<ul style="list-style-type: none"> <li>• Design large tenant uses over 20,000 square feet with principal façade along the street front and screened parking areas or structures located to the rear or side of the building.</li> <li>• Residential uses should be multi-story, densely developed, and have minimal curb cuts.</li> <li>• Encourage gap shared parking with aesthetic fencing/ landscaping to increase consumer accessibility.</li> </ul>	<ul style="list-style-type: none"> <li>• Design automobile oriented establishments with the buildings as close to the street front as possible, parking in the rear, and landscaping of the perimeter.</li> </ul>
	<ul style="list-style-type: none"> <li>• 35<sup>th</sup> and Wisconsin Transit Oriented Development (See Catalytic Project, “35<sup>th</sup> and Wisconsin Transit Oriented Development/Site Amenities).</li> </ul>	<ul style="list-style-type: none"> <li>• In commercial nodes and areas, relocate non-commercial uses that occupy street level to the 2<sup>nd</sup> story of buildings or to other locations in the planning area.</li> <li>• Promote 27<sup>th</sup> Street Main Street concept from Wisconsin to State Street (See Catalytic Project titled, “27<sup>th</sup> Street Main Street”)</li> <li>• Encourage shared parking while removing minimum parking space requirements between Wisconsin and State Street.</li> </ul>

Corridor 3 Vliet Street	Corridor 4 Wisconsin Avenue
<ul style="list-style-type: none"> <li>Mixed uses with commercial nodes and areas</li> </ul>	<ul style="list-style-type: none"> <li>Landmark street with well known architectural buildings</li> </ul>
<ul style="list-style-type: none"> <li>Encourage residential town homes and row houses except at commercial node and area as defined above.</li> </ul>	<ul style="list-style-type: none"> <li>Discourage additional residential special uses and encourage the relocation of these existing uses within commercial nodes and areas as defined above.</li> <li>Discourage residential uses at street level within commercial nodes and areas.</li> <li>Prohibit additional social service providers from locating between 20th and 35th Streets- a segment of the corridor that already exhibits a high concentration of such uses.</li> <li>Promote enhanced transit opportunities (See Catalytic Project titled, "Wisconsin Avenue Enhanced Transit Opportunities/Amenities").</li> </ul>
<ul style="list-style-type: none"> <li>Residential uses should be multi-story, densely developed, and have minimal curb cuts.</li> </ul>	<ul style="list-style-type: none"> <li>Residential uses should be multi-story, densely developed, and have minimal curb cuts.</li> <li>All new structures should be multi-story to define pedestrian areas and the street itself.</li> <li>In new construction of large tenant use buildings, parking should be structured.</li> <li>Encourage development to incorporate site design measures that enhance access to existing/planned transit systems (See Catalytic Project titled, "Wisconsin Avenue Enhanced Transit Opportunities/Amenities").</li> </ul>
<ul style="list-style-type: none"> <li>Where residential is encouraged, support both homeownership and rental residential.</li> <li>Support and bolster commercial uses and revitalization along the stretch of Vliet Street between 12<sup>th</sup> and 14<sup>th</sup> (See Catalytic Project titled, "Vliet Street Area Revitalization").</li> <li>Support LISC initiative to study market potential of land assemblage for large new commercial development at 35<sup>th</sup> and Vliet.</li> </ul>	<ul style="list-style-type: none"> <li>Develop/ promote concept of hospitality district between 20<sup>th</sup> and 26<sup>th</sup> street. City and BID districts to work together to implement with existing and future business owners.</li> <li>Attract family sit down restaurant between 20<sup>th</sup> and 35<sup>th</sup> street.</li> <li>At Wisconsin and 35<sup>th</sup> Intersection, encourage development to be mixed use. 3-4 story buildings with transit connection amenities and possibly a tourist theme (See Catalytic Project titled, "Wisconsin Avenue Enhanced Transit Opportunities/Amenities").</li> </ul>

## NATIONAL REGISTER ELIGIBLE PROPERTIES

Based on a field inspection on January 5, 2004 that included the Division of Historic Preservation at the Wisconsin Historical Society, the plan identified the following areas are eligible for listing in the National Register. Actual designation would need to follow the normal process.

- Vliet Street commercial district between 12th and 14th Streets
- W. Martin Drive Apartment Buildings District (4100-4300 blocks)
- Cold Spring Repair Shops at 4212 W. Highland Boulevard.
- 27th Street Commercial District from the Tower Theater Building at 743 N. 27th Street to 820-26 N. 27th Street.
- Expanded Coldspring Park / McKinley Boulevard Historic District by adding in residential properties to the south to Juneau Avenue and to the north to Vliet Street. The intervening streets, 28th through 34th are eligible as well.